

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

DCS5148 Introduction to Information Systems

(For Diploma Students Only)

2 JUNE 2017
3.00 p.m. – 5.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT :

1. This question paper consists of 4 pages.
2. There are 2 sections in this booklet.

For **SECTION A**: Answer **ALL** questions on the OMR sheet provided.

For **SECTION B**: Answer **ALL** questions in the answer booklet provided.

Section A: Multiple Choice Questions (Total: 20 Marks)

Instruction: Please shade your answers on the OMR sheet provided.

1. The statement below **BEST** refers to which of the business objective of information systems?

Businesses continuously seek to improve the efficiency of their operations to achieve higher profitability.

- | | |
|-----------------------------|---------------------------|
| A. competitive advantage | C. operational excellence |
| B. improved decision making | D. survival |
2. The customer's credit card number is an example of _____
- | | |
|----------------------------|--------------|
| A. feedback. | C. raw data. |
| B. meaningful information. | D. output. |
3. Developing new product, fulfilling an order and hiring a new employee are examples of _____
- | | |
|------------------------|-------------------------|
| A. culture. | C. business values. |
| B. business processes. | D. business objectives. |
4. _____ is the physical equipment used for input, processing, and output activities in an information system.
- | | |
|----------------------|-------------------------------|
| A. Computer software | C. Networking technology |
| B. Computer hardware | D. Data management technology |
5. The second step in the four-step model of business problem solving is _____
- | | |
|-------------------------------------|--|
| A. agreeing that a problem exists. | C. designing solutions to the problem. |
| B. outlining the causes of problem. | D. identifying the problem. |
6. One of the business processes performed by the _____ functional area is making customers aware of the company's product.
- | | |
|------------------------|---------------------------|
| A. sales and marketing | C. human resources |
| B. production | D. finance and accounting |
7. _____ makes long-range strategic decisions about products and services and ensures financial performance of the firm.
- | | |
|---------------------------|----------------------|
| A. Knowledge worker | C. Middle management |
| B. Operational management | D. Senior management |
8. Which type of system would you use to determine the top five students in each diploma programme based on CGPA?
- | | |
|----------------------------------|----------------------------------|
| A. Management information system | C. Executive information system |
| B. Decision support system | D. Transaction processing system |

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9. Decision-support systems _____
- A. are used by operational managers to decide whether to hire new employees in the company.
 - B. often use information from external sources, such as product prices of competitor.
 - C. include computer-based systems that attempt to emulate human behavior and thought patterns.
 - D. primarily support routine decision making.
10. Which of the following is an interorganisational business process?
- A. Identifying a customer
 - B. Creating financial statements
 - C. Checking product quality
 - D. Purchasing a new machine
11. Which of the following industries has the lowest barrier to entry?
- A. Computer chip
 - B. Hotel
 - C. Oil and Gas
 - D. Automotive
12. A firm can exercise greater control over its suppliers by having _____
- A. less suppliers.
 - B. global suppliers.
 - C. more suppliers.
 - D. only a single supplier.
13. In the value chain model, the support activities of a firm include _____
- A. organisation infrastructure, human resources, technology and procurement.
 - B. sales and marketing, procurement, human resources and technology.
 - C. inbound logistics, technology, outbound logistics, sales and marketing and service.
 - D. inbound logistics, organisation infrastructure, outbound logistics, technology and procurement.
14. Benchmarking _____
- A. allows industry participants to develop industry-wide standards.
 - B. is used to measure the speed and responsiveness of information technology.
 - C. compares the efficiency and effectiveness of your business processes against strict standards.
 - D. coordinates the value chains of independent firms to enable them to collectively produce a product or service.
15. Which type of global business organization tend to have highly centralized systems?
- A. Multinational
 - B. Domestic exporter
 - C. Franchiser
 - D. Transnational
16. Which of the following is **NOT** one of the unique features of e-commerce technology?
- A. Information density
 - B. Richness
 - C. Local standards
 - D. Social technology

Continued...

17. Which of the following dimensions of e-commerce technology has the potential to raise the quality of information?
- A. Information density
 - B. Customization
 - C. Interactivity
 - D. Social technology
18. Compared to traditional goods, digital goods have:
- A. greater pricing flexibility.
 - B. lower marketing costs.
 - C. higher distributed delivery costs.
 - D. higher inventory costs.
19. All of the following are increased in traditional markets compared to digital markets **EXCEPT**:
- A. menu costs.
 - B. switching costs.
 - C. network effects.
 - D. information asymmetry.
20. _____ is a feature of social commerce which is a stream of notifications from friends, and advertisers that social users find on their home page.
- A. Newsfeed
 - B. Timeline
 - C. Social sign-on
 - D. Network notification

Section B: 4 Structured Questions (Total: 80 Marks)

Instruction: Please write all your answers in the Answer Booklet provided.

QUESTION 1 [20 Marks]

- a) Research has shown that the more successful a firm can align its IT with its business objectives, the more profitable it will be. Explain **FOUR** steps that a firm can undertake to align IT with its business objectives. [8 marks]
- b) List and describe any **FOUR** e-commerce business models. [12 marks]

QUESTION 2 [20 Marks]

- a) Identify and describe the **THREE** different types of decisions made by the **THREE** different levels of management. [9 marks]
- b) What is a GIS and what is it used for? [4 marks]
- c) The business value of a GDSS is improved decision making. How does a GDSS accomplish this? [7 marks]

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QUESTION 3 [20 Marks]

- a) Briefly explain the **FOUR** steps of building an information system. [12 marks]
- b) Identify and describe any **FOUR** systems development approaches. [8 marks]

QUESTION 4 [20 Marks]

- a) How does disaster recovery planning differ from business continuity planning? [4 marks]
- b) Information systems controls is one of the security controls that you must have in place to protect your information system. Briefly explain information systems controls. [6 marks]
- c) List and describe **FIVE** key technology trends that raise ethical issues. [10 marks]

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